

Supporting Local Agricultural Tourism Efforts

Adopting regulations to meet changing needs



Janet Caprile

Farm Advisor

UC Cooperative Extension

Contra Costa County

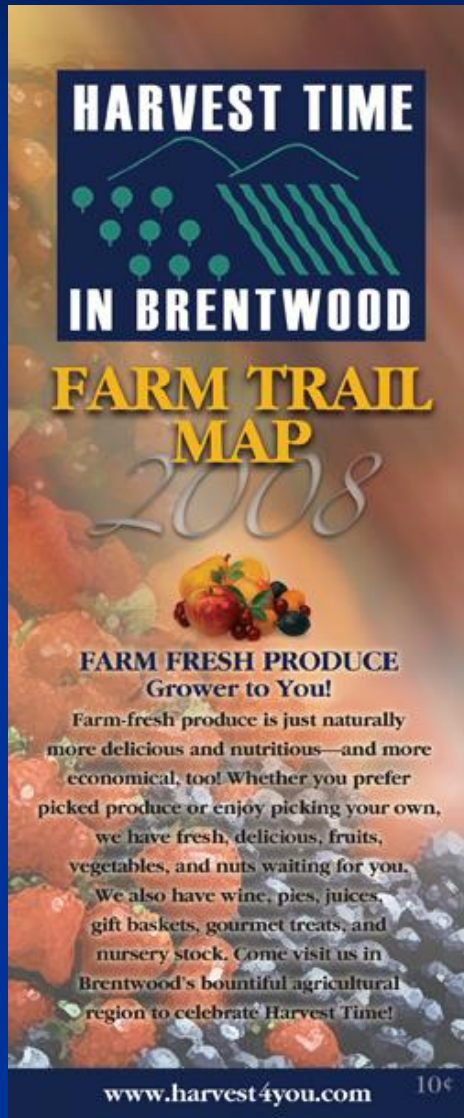


Delta Conservancy Board Meeting

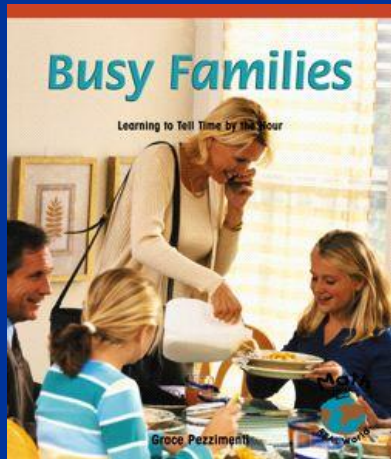
7/24/13, Rio Vista

Established agritourism industry in CCC

- “Harvest Time” started in 1976
- Over 40 U-pick and Roadside stands
- Markets & customers have changed



Current markets and customers



- More customers are local
- Less time for cooking & canning
- Small volume, weekly grocery sales
- Family & farm experience

The Modern Farm Stand



- Larger stands

- Room for displays & activities

- Product diversity

- Farmers trade goods
- Value added farm products
 - Make use of extra
 - Extend the season
 - Olives have to be processed
- Non-farm products
 - Bottled water & drinks
 - Cook books, canning supplies



County Regulatory Roadblocks

CCC Ag Task Force (growers, UCCE, Ag Dept)

- Roadside stand survey: ID problems (summer 2004)

- Stand size restrictions (200-400 sq.ft)
- Product restrictions (fresh produce grown on site)
- Permitting confusion & expense
- Parking and traffic problems

- Recommendations (spring 2005)

- Ordinance changes to
 - increase stand size
 - and broaden product sales
- General plan amendment
 - LUP in Ag Core for sm. processing facilities
- Permit streamlining and cost reduction



The County Fixes

Grower Stand	Farm Stand	Farm Market
1500 sq.ft.	1500 sq ft	3500 sq. ft.
Locally grown produce Drinks (vending)	Locally grown produce Local value added (600sf) Non-ag, non-local (60sf)	Locally grown produce Local value added (100%) Non-ag, non-local (700sf)
Allowed by right Building permit for structures	Admin review (\$) Building permit for structures	Land Use permit (\$\$) Building permit for structures Retail food permit ?

Adopted June 2007

Local Farm Stands Saved!!



Local Farm Stands become Retail Food Facilities



State Regulatory Roadblocks

Health Code

- Retail Food Facilities require:
 - Permanent potable water & sewer
 - Grocery store like building
 - Impermeable flooring
 - Mop sinks ...

Food & Ag Code

- Whole produce, shell eggs
- Grown on or near site



CA Retail Food Safety Coalition

- Advisory group: industry, gov't, academia
- Preparing amendments to the new Retail Food Code
- Proposed an expanded Farm Stand definition
 - Non-potentially hazardous processed farm products
 - Bottled water & drinks
- Couldn't reach consensus (Jan 2008)





CA Farm Bureau

To the Rescue!



- Initiated Assembly Bill 2168 (Feb 2008)
- Author: Dave Jones (D-Sacto)
- Worked with all groups to create an acceptable bill
- Kept us all informed & told us when to:
 - Solicit letters from local supporters
 - Solicit speakers for hearings

Noelle Crammer,
Government Affairs
CFB Liaison



CA Farm Bureau To the Rescue!



- Took it through the legislative process
 - Assembly Agriculture Committee *
 - Assembly Appropriations Committee
 - Senate Agriculture Committee *
 - Senate Appropriations Committee
 - Senate consent calendar
 - Assembly consent calendar
- Governor signed (Sept 2008)
- Effective Jan 1, 2009



AB 2168



Amends Food & Ag Code and Health Code

- Creates 2 types of producer owned stands
 - **Field Retail Stands** (original):
 - Whole produce & shell eggs
 - Exempt from size & package, not maturity & quality reqt.
 - Exempt from Retail Food Code
 - **Farm Stands** (new):
 - Same products as above PLUS
 - Processed, pre-packaged, local farm products
 - Non-local, prepackaged, food products (50 sq.ft.)
 - Food sampling OK if toilet & handwashing facilities available

AB 2168

Farm Stands (new):

- Processed, pre-packaged, local farm products
 - Not potentially hazardous (shelf stable)
 - Prepared/packaged in an approved facility
 - Produced in close proximity to the farm stand
- Non-local, prepackaged, food products (50 ft²)
 - Water & drinks specified
 - Other non-potentially hazardous foods
- Samples: porta-potty with wash facilities OK



AB 2168

Farm Stands (new):

NOT exempt from Retail Food Code BUT inspectors are only concerned with:

- Processed foods stored in vermin proof area or container when the facility is closed
- All garbage/refuse dispose of in an appropriate manner
- No live animals within 20 feet of food storage or sales area (service dogs exempt)





AB 2168

Non-standard pack produce can be bought by:

- Chefs for their restaurants
- Individuals, organizations who sell or give produce to end user
 - Collaborative CSA
 - Charitable distribution to the needy



It takes a coordinated effort ...



Agricultural Task Force – Board of Supervisors
Agriculture Department
Cooperative Extension
Building Dept
Community Development
Environmental Health
Public Works



